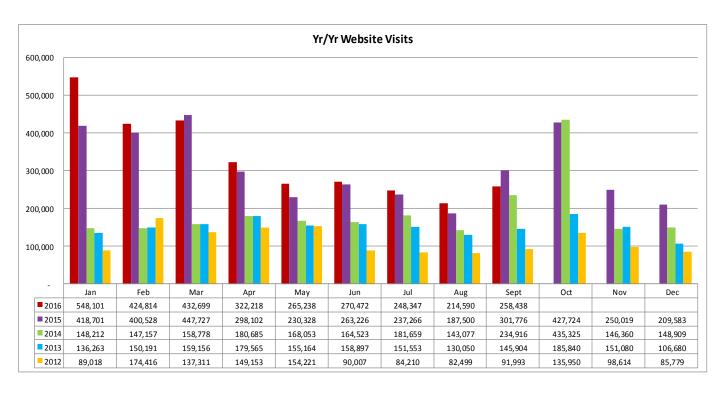


# **TOURISM INDUSTRY INDICATORS**

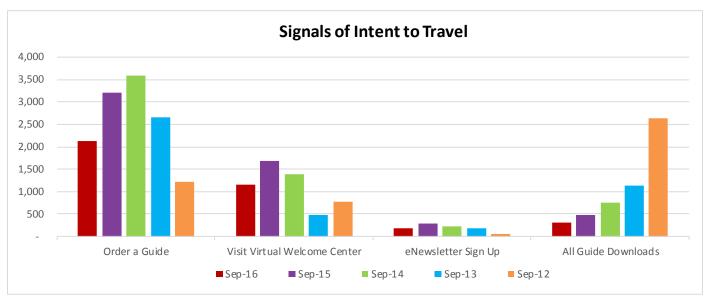
OCTOBER 2016 MONTHLY TRACKING DASHBOARD

Produced by the Louisiana Office of Tourism

## LOUISIANATRAVEL.COM



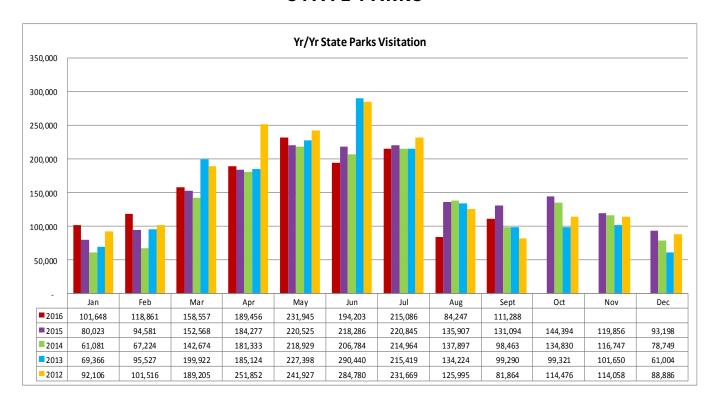
LouisianaTravel.com website showed a decrease of 14 percent in total web visits in September 2016 over September 2015.



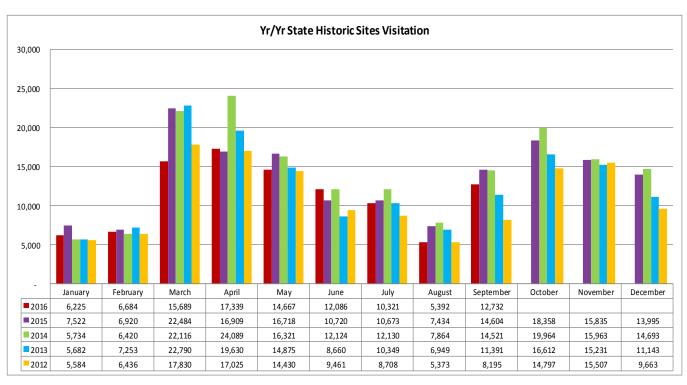
Source: Google Analytics

For more information on individual stats, visit <a href="http://www.crt.state.la.us/tourism/louisiana-research/index">http://www.crt.state.la.us/tourism/louisiana-research/index</a> or contact Lynne Coxwell at <a href="locxwell@crt.la.gov">locxwell@crt.la.gov</a> or 225.342.2876.

### STATE PARKS

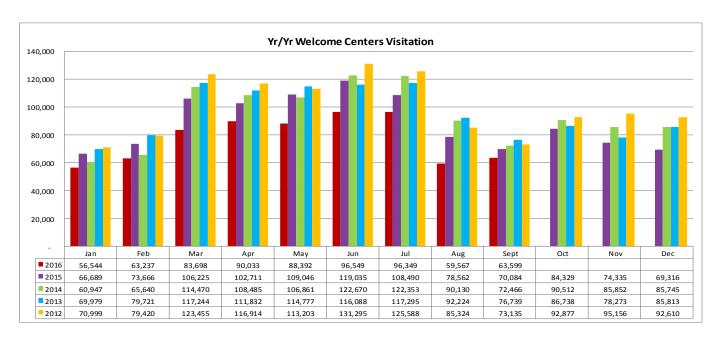


# **STATE HISTORIC SITES**



Source: Louisiana State Parks

### WELCOME CENTERS



Statewide welcome centers had a decrease of 9.2 percent in visitation in September 2016 over September 2015. Note: Capitol Park closed to visitors in July 2015 & Vinton remains closed for reconstruction.

# **Welcome Centers Visitor Totals**

International - Sept 2016		
United Kingdom	3,345	
Australia	2,191	
France	1,178	
Canada*	969	
Germany	830	

States** - Sept 2016	
Texas	9,319
Mississippi	5,202
Florida	4,661
Alabama	4,054
Georgia	2,132

Cities** - Sept 2016	
742	
622	
577	
412	
380	

International Jan - Sept 2016		
Canada*	10,949	
France	8,835	
United Kingdom	8,555	
Germany	4,987	
Mexico	4,960	

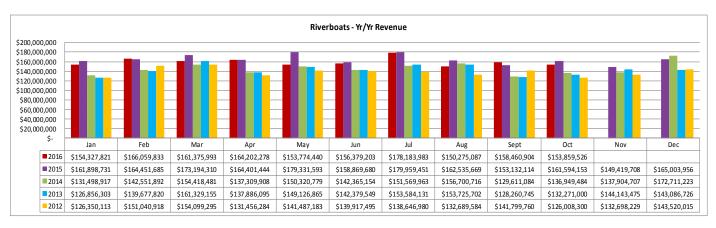
States**		
Jan - Sept 2016		
Texas	127,179	
Mississippi	59,025	
Florida	46,674	
Alabama	42,864	
Georgia	19,822	
Georgia	19,022	

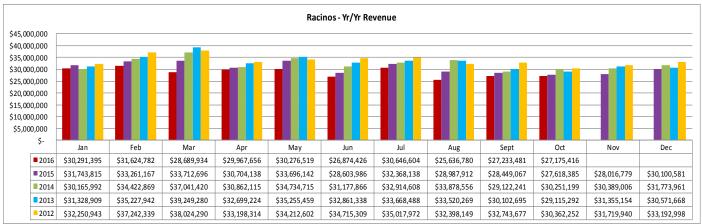
Cities** Jan - Sept 2016	
Houston, TX	14,143
Mobile, AL	8,800
Fort Worth, TX	5,168
Pensacola, FL	4,911
San Antonio, TX	4,576

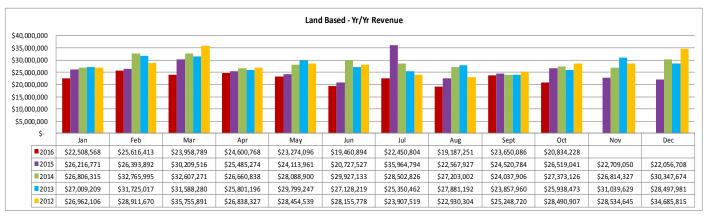
Source: Louisiana Welcome Centers

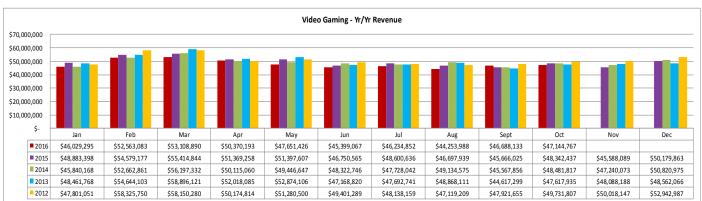
<sup>\*</sup> Includes all of Canadian provinces in total. \*\* Excludes Louisiana residents.

#### **GROSS GAMING REVENUE**









Source: Louisiana State Police